



NEWS RELEASE

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MAYOR CAMPBELL PRESIDES AT INAUGURAL CITIRAMA® GROUND BREAKING CEREMONY

CLEVELAND, May 19, 2003 – Mayor Jane L. Campbell joined Jeff Halpern, President of the Home Builders Association of Greater Cleveland, Ward 7 Councilwoman Fannie M. Lewis, Lois Ali, Executive Director of the Consortium of Economic and Community Development, and Hough residents to break ground on Cleveland's first-ever CiTiRAMA® housing development. The event took place on site at East 55th Street and Linwood Avenue.

CiTiRAMA is a single-site new home showcase that will feature 12 homes on Linwood Avenue in Hough, near the League Park Development. The one-week show will take place in September 2003.

"Welcome home! Cleveland's housing efforts are capturing headlines across our City and our country," said Mayor Campbell. "We continue to make enormous strides on the City's housing front, especially here in Hough, and CiTiRAMA will further build on our success story while strengthening our competitive edge in the era of new housing construction."

Traditionally a suburban home show, the City Administration and Councilwoman Lewis have worked with the Home Builders Association of Greater Cleveland (HBA) over the past year to make this new home showcase a reality in Cleveland.

"Hough's progress over the years encompasses the revitalization of Cleveland's neighborhoods, so it is only fitting the inaugural CiTiRAMA take place in Ward 7," said Nate Coffman, Executive Director of the HBA. "Councilwoman Lewis supports

the betterment of Cleveland's neighborhoods and has exemplified that with consistent results and new housing in Hough."

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"Thank you, God, and God bless everyone," said Councilwoman Lewis.

"CiTiRAMA compliments Mayor Campbell's new 1,500 unit housing initiative," said Ken Lurie, Co-Chairman of CiTiRAMA. "As builders, we welcome the opportunity to become involved in her vision to provide quality housing for existing residents and bring people back to the City of Cleveland."

The 12 homes are being constructed simultaneously on Linwood Avenue between East 55th and East 65th streets. Some of the builders currently build in Cleveland, while others are suburban builders who are expanding their craft to the City.

"The City builders are mentoring the suburban builders to teach them the process of building in Cleveland," said Bill Sanderson, Co-Chairman of CiTiRAMA.

"Many new families are already enjoying the convenience of City living. We aim to expand on that by building 1,500 new housing units a year over the next seven years and boosting the City's population to 500,000. CiTiRAMA is your opportunity to rediscover neighborhood living and make a personal commitment to be part of Cleveland's future," added Mayor Campbell.

The participating builders include Aberdeen Homes, Barrington Homes, Classic Communities, Cleveland Housing Network, Cornerstone Homes, Horizon Construction, JEKS Builders, M.A.R. Homes, Pepperwood Homes, Rysar Properties, T-Square Builders, and Wake Forest Homes.

CiTIRAMA sponsors include Grand Sponsor Fifth Third Bank, as well as Carrier/Bryant, Charter One Bank, National City Bank, Moen, and KeyBank.





CiTIRAMA® Fact Sheet

What is CiTiRAMA®

One of the main functions of the Home Builders Association of Greater Cleveland (HBA) is to promote the residential construction industry to the home buying public. The HBA has had decades of success in promoting new construction through home shows such as the Parade of Homes®, Homearama®, and CondoQuest®. The history of these shows has been solely suburban. The events have benefited the market greatly in exposing the public to various communities, subdivisions, and housing options. Properly promoted homeshow not only assist builders in selling product and sustaining the marketplace; they highlight the benefits of living in specific cities.

Home Builders Associations in Ohio and across the nation have had success with a new type of homeshow, CiTiRAMA ®. The purpose is to promote the urban lifestyle, the City of Cleveland, current city builders, and to prompt suburban builders to have interest in center-city development. We have researched the partnerships in Cincinnati and Dayton, and have learned that the shows have yielded great benefits for the urban new home marketplace and for exposing the public to the advantages of city living. It would be our hope that an annual CiTiRAMA® event would eventually be held in each of Cleveland's 36 vibrant neighborhoods. The HBA is partnered with the Hough neighborhood, the Consortium for Community and Economic Development (C.E.C.D., the Hough area CDC) and Councilwoman Fannie Lewis.

Location

Between E. 55th and E. 65th on the South side of Linwood Avenue in the League Park District of the City of Cleveland

When

September 2003

Price points

The 12 CiTiRAMA® models are between \$170,000 to \$250,000

CiTIRAMA® Sponsors to Date

Grand

Fifth Third Bank

Platinum

Carrier/Bryant
Charter One Bank
National City Bank

Gold

KeyBank
Moen

CiTiRAMA® Builders

Aberdeen Homes
Barrington Homes
Classic Communities
Cleveland Housing Network
Cornerstone Homes
Horizon Construction

JEKS Builders
M.A.R. Homes
Pepperwood Homes
Rysar Properties
T-Square Builders
Wake Forest Homes

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